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EDITORIAL

rpth research & practice in thrombosis & haemostasis

Social media optimization in medicine: A journal's perspective

Twitter, a social media platform, has emerged as an efficient tool for disseminating research findings among the medical community. In a 2014 Nature Social Networks survey, 85.4% of scientists were aware of Twitter.[1] Among those, 49.1% used Twitter for "following other discussions on research-related issues," 47.3% for "posting content related to my work," 40.3% for "discovering recommended research papers," 39.7% for "commenting on research that is relevant to my field," and 36.1% for "sharing links to authored content (eg, research papers, datasets)." Research about social media has also attained considerable popularity over the past decade. To date, based on PubMed, more than two thousand articles about Twitter (or using it for research) have been published, with more than one-half produced in the past 3 years.

Glossary of Terms

SoMe: Social Media
Follower: an entity (individual, society, journal or other organization) that follows your SoMe account
Tweet: a 280 character post that conveys your message
Like: a follower indicates their interest in a post by clicking the ♥
Retweet: a user shares a tweet with their followers by clicking the retweet button. A Tweet can be added at this time.
Reply: a user joins the conversation "under" a tweet by clicking this button . All involved in the conversation are notified.
Social Media Optimization: strategy to widely disseminate account content
Hashtag (#): the symbol archives the text that follows, so users can find all tweets that include that phrase across time with a simple click. e.g., #VTE
Impression: when a user is served a tweet in their feed or search results. Impressions reflect the reach of every tweet.

Authors and editors share a keen, naturalistic interest in maximizing the exposure of new discoveries; they both want work that they publish to be discussed and cited by as many readers as possible. To this end, in this editorial we discuss the procedures and progress of social media optimization (SMO) for the *Research and Practice in Thrombosis and Haemostasis* (*RPTH*) Twitter account, @RPTHJournal. Just as we assist authors in crafting their articles to enhance searchability (search engine optimization [SEO]),[2] we at *RPTH* are working on SMO to promote visibility of our authors and their work. A Social Media User Guide is provided to the authors of every accepted article, and can be found on our website (https://bit.ly/2EhcYnp). Combined tactics of SEO and SMO will lead to tangible impact in disseminating work published in *RPTH*.

RPTH is committed to democratizing science. As a fully open-access journal published online, *RPTH* is currently indexed in major biomedical databases such as PubMed, PubMed Central, and Web of Science Core Collection (Emerging Sources Citation Index, or ESCI) hence there are no barriers to visibility of the content by traditional searching methods.[3] We want *RPTH* to be visible in other ways to expand the reach of our authors. We take pride in embodying the core competencies of social media—Credibility, Readability, Open-access, Visibility, Visual appeal, Discoverability, and Spreadability ("CROWDS") (Figure 1). In alignment with this, we deploy the following SMO tactics to maximize the exposure of *RPTH* articles on Twitter.

1. To ensure the credibility and readability of tweets posted for every *RPTH* article, tweets are crafted and curated by a dedicated team comprised of the editor-in-chief, a social media associate editor, and marketing specialists from the International Society on Thrombosis and Haemostasis. A succinct post accompanied by visually appealing graphics that convey the key messages of the article makes an ideal tweet.
2. Each tweet includes a link to the article so that readers can click the link and open the article for reading on any device. Our articles are formatted so they can even be easily read on a mobile phone.

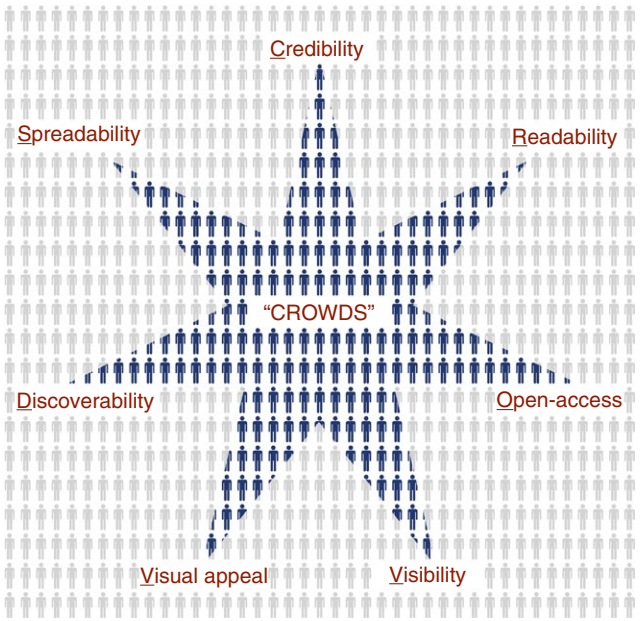

FIGURE 1 Social media core competencies of *RPTH* journal

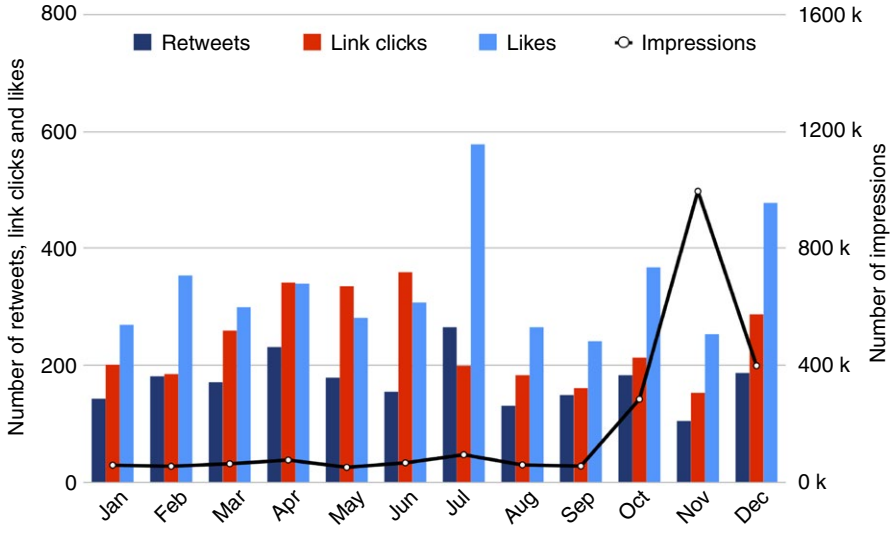

FIGURE 2 Social media statistics of *RPTH* journal in 2018

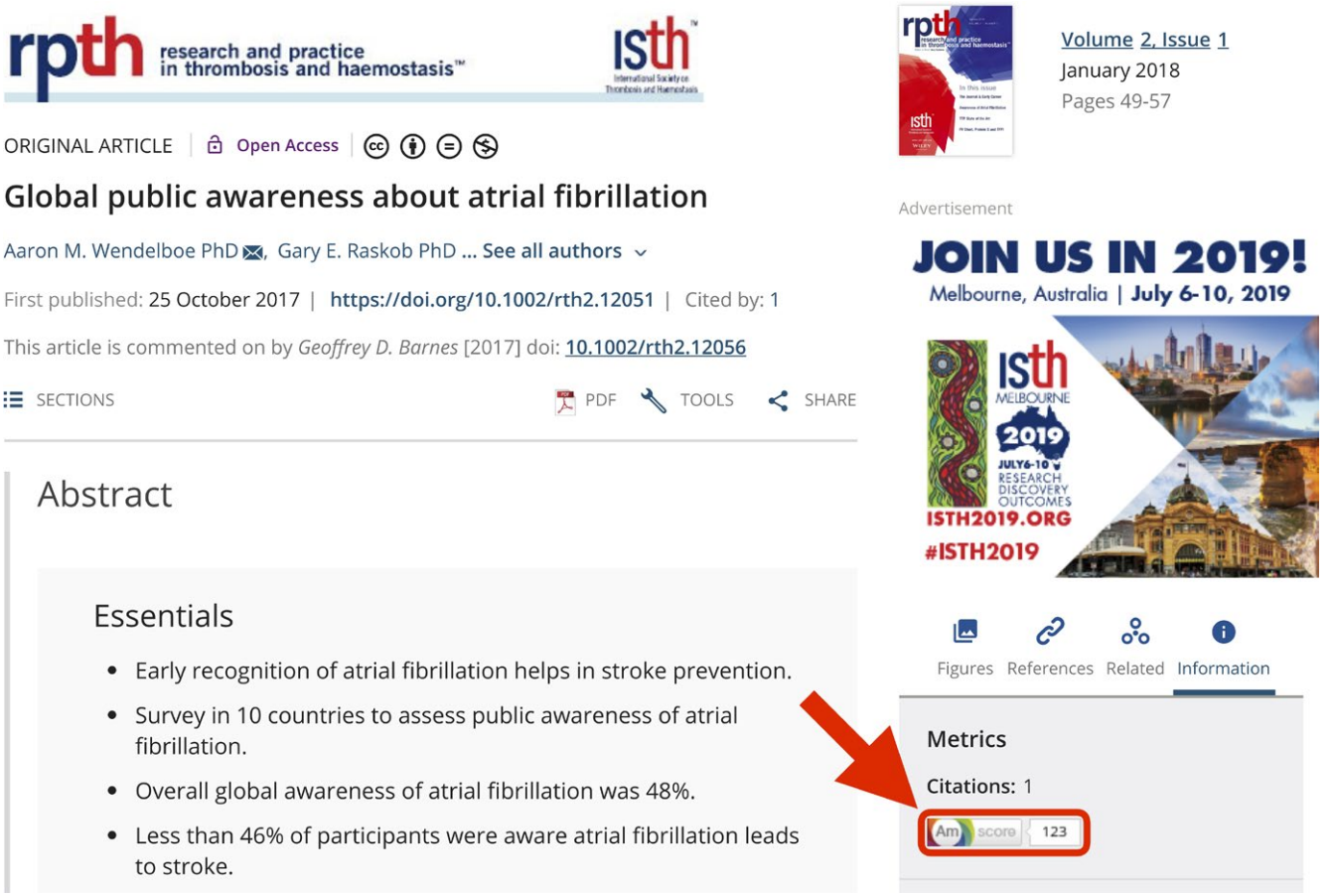

FIGURE 3 Screenshot of Altmetric Attention Score reporting in an *RPTH* article

3. Discoverability of each tweet within Twitter is enhanced by incorporating relevant hashtags based on the list of Hematology Tag Ontology or identified from the Healthcare Hashtag Finder, both from Symplur. In addition, we developed a set of hashtags to link together articles of the same type that we are publishing over time (eg, #IllustratedReview, #RPTHReview, #RPTHCommentary, #RPTHMethodology, #RPTHTutorial). Consequently, each hashtag provides a growing digital archive for a specific keyword or category.
4. We hold Twitter polls on trending topics or novel findings to gather opinions and interact with the community. This is also a learning tool—a quiz, if you will—to test your recollection of recently published articles.

5. With the aim of raising "spreadability" *RPTH* continues to expand its network of followers with researchers, clinicians, nurses, allied health professionals, societies, patients and the general public through exploring and engaging targeted audiences.

RPTH social media statistics from 2018 are illustrated in Figure 2. Based on data from Twitter Analytics, *RPTH* received 174 retweets (times a user shared a tweet), 288 link clicks (clicks on a URL, photo, or video in a tweet), and 336 likes (times a user liked the tweet) every month. Additionally, *RPTH* tweets enjoyed an average of 190 000 monthly impressions, meaning that *RPTH* posts appeared on the feeds of other users 190 000 times each month. These statistics speak to our efforts in promoting dissemination of research findings on Twitter. Along with the aforementioned metrics, *RPTH* keeps track of the article-level impact of each article. On the *RPTH* website, Altmetric Attention Scores are displayed for each article next to the main text under the Information tab. Altmetric Scores are a weighted count of online non-scholarly attention including mentions in mainstream news, public policy documents, Wikipedia, social networks, and blogs. At this writing, in 2018 articles from *RPTH* had a median Altmetric Attention Score of 10 (interquartile range, 5-17), comparable to the original cardiovascular research articles published in the eight highest Web of Science Impact Factor journals (median, 8; interquartile range, 2-37).[4] This high level of attention reflects our efforts to promote the work of our authors. A screenshot of where to find the Altmetric Score, from one of our more popular articles,[5] is shown in Figure 3.

Via this #RPTHEditorial we invite readers to join Twitter and follow @RPTHJournal to access the latest science. We recommend that you follow @JTHJournal, @ISTH, and @WorldThrombosisDay to increase your awareness of other ISTH activities; also follow your other favorite journals to join the conversation (they all have Twitter accounts). Your professional network will grow as well if you are active (but that's a topic for a future editorial). The *RPTH* editors welcome your input and queries at @RPTHJournal or the old fashioned way—by email.

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